

13

transmitter at the time said flee-floating body is positioned in the water.

10. The method of claim 8, further comprising the step of attaching a visually perceptible flag, visually perceptible light or other visually perceptible indicia to said free-floating body so that, when said free-floating body floats in an upright position in the water, at least a portion of the flag, light or other indicia is visible above the upper surface of the water.

11. The method of claim 8, further comprising the step of attaching a drogue to said free-floating body and unfurling the drogue in the water to encourage said free-floating body to move at approximately the same velocity and in approximately the same direction as the local water current.

12. The method of claim 8, further comprising the step of positioning a chemical analyzer on said free-floating body to be in contact with a liquid in which said free-floating body floats, that determines and issues an output signal representing the local concentration of said target chemical in this liquid, wherein said transmitter interface also receives the chemical analyzer output signal and causes said location transmitter to transmit this chemical analyzer signal at a selected transmitter frequency.

13. The apparatus of claim 7, wherein said free-floating body is not appreciably affected by local wind currents.

14. Apparatus for determining the approximate location, on the upper surface of a body of water, of a person or other object that has fallen into the water, the apparatus comprising:

a flee-floating body designed to be placed in and to float in an upright position on the upper surface of a body of water;

an activatable Satellite Positioning System (SPS) signal antenna and receiver/processor that, when activated, receives SPS signals from two or more SPS satellites and determines the location of the SPS antenna, with the SPS receiver/processor and antenna being contained on the flee-floating body; an activatable location transmitter and transmitter interface that, when activated, continually receives

14

from the SPS receiver/processor a location signal representing the SPS-determined location of the SPS antenna and transmits this location signal at a selected frequency, the transmitter and transmitter interface being contained on the flee-floating body; an activation device, attached to the flee-floating body, for activating at least one of the SPS receiver/processor and location transmitter when the flee-floating body is at least partly immersed in water, the activation device comprising an immersion switch, which is activated by immersion of the switch in water and which transmits a signal that activates the location transmitter, transmitter interface and SPS receiver/processor to cause the transmitter to transmit a selected signal that includes the present location of the SPS antenna; and

a power supply connected to at least one of the SPS antenna, the SPS receiver/processor, the transmitter, the transmitter interface and the activation device, to provide operating power,

where the free-floating body is designed to be placed in the water adjacent to, but separate from, a person or other object that has fallen into the water.

15. The apparatus of claim 14, further comprising a manually operable switch that, when switched to an active state, activates at least one of said SPS receiver/processor and said location transmitter, this switch being contained in or on said free-floating body or on a structure near said free-floating body.

16. The apparatus of claim 14, further comprising a visually perceptible flag, visually perceptible light or other visually perceptible indicia attached to said free-floating body so that, when said free-floating body floats in an upright position in the water, at least a portion of the flag, light or other indicia is visible above the upper surface of the water.

17. The apparatus of claim 14, further comprising a drogue attached to said free-floating body and unfurled in the water to encourage said free-floating body to move at approximately the same velocity and in approximately the same direction as the local water current.

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